

Post Show Report

CJF – Child and Junior Fashion 2015. Autumn

On 22-25 October 2015 Expocentre Fairgrounds hosted the 15th edition of the International Exhibition for Child and Junior Fashion. Maternity Wear – **CJF 2015. Autumn.**

The exhibition was organized by Expocentre ZAO with support from the Russian Ministry for Industry and Trade, and under auspices of the Russian Chamber of Commerce and Industry.

Representatives of enterprises working in the children industry had meetings with government representatives to exchange opinions, discuss the most relevant problems, and find solutions necessary for the further development of the market of goods for children.

The autumn edition 2015 welcomed **253 companies** from **19 countries**. They occupied **5,125 net sq m** to showcase well-known brands and new collections of clothes and footwear for children, accessories, clothes for pregnant women, and designer collections of children clothes and footwear.

The total number of professional visitors to CJF-Child and Junior Fashion 2015. Autumn and Mir Detstva 2015 was **18,420**.

The latest collections were demonstrated by such well-known companies as De Salitto, Nevsky Alliance, Malenkaya Lady, BL, Reima, Ginga Showroom, Bimbavera Showroom, Vitacci, Sweet Berry, Deloras, Kids Wear Gallery, Arron Kids, Colabear, Babymuz, Puledro, Kidssmile, Luhta, Mayoral, Noble People, Acoola, and many others.

Thirty companies from Belarus, Egypt, Kazakhstan, Spain, Poland, and Turkey were newcomers to the show. They included Bartek (Poland), Belpla (Spain), Lindissima (Turkey), Art Fashion Group, Business-Moda, Jacote, Bossa Nova Group, Magnolia Trade House, Aivengo, Ovas-Sport, Reima, Sky Lake, Katrin Miller, and Yunicko Fashion Group.

This year there were more Russian regional companies from St.-Petersburg, Izhevsk, Armavir, the Khanty-Mansi Okrug, Ufa, etc. For the first time the Smolensk Oblast held its own exposition.

The special exposition **Territory of Russian Startups, Small and Micro Businesses** was arranged for the first time at CJF. Its participants – newcomers in the manufacture of goods for children – included Giotto, Evantuel, Arctland, Unistyle TM, and Yunost.

The exhibition also featured the first **CJF Shoes Salon** showcasing products of well-known manufacturers of footwear for children, such as Pavlovsky, Bartek, Pediped, Analpa, Crossway, and others.

Expocentre continued its **Expocentre for Counterfeit-Free Exhibitions** project aimed to reduce the number of counterfeit products displayed at exhibitions. The **Labor Exchange and HR Consulting** as well as **Customs Clearance Advisory Centre** were available for both exhibitors and visitors to the exhibition.

Various associated events of CJF 2015. Autumn enabled businessmen and industry experts to get relevant information about the children goods market, the latest trends, and new technology.

In 2015, one of the main business events of the Russian market of goods for children was the **10th Russian Trade Forum for Children Goods Suppliers**. It was organized by KVK Imperia in association with Expocentre ZAO.

More than 200 delegates came to this event to learn about the latest market trends. The **Purchasing Centre for Retail Chains™** welcomed **120** manufacturers and suppliers, who held **2,300** meetings with **80** buyers from **35** federal and regional specialty and general retail chains such as **Dochki & Synochki, O'Key, Bukvoed, Familia, Hamleys, Korall, Kenguru, SelGros C&C, Yulmark, Yarky**, and many others.

The 6 sessions presented 20 reports of industry experts.

Mir Detstva 2015 also featured the first **educational project “Expo-Academy”**, organized by Expocentre, the High School of Branding, and the Association of Russian Branding Companies (ABKR). Branding and marketing experts shared their experience in working on the market of goods for children.

Other events were

- Investment Forum “Investments in the Childhood are Investments in the Future of Russia”,
- Seminar on Technical Regulation of the Single Market of Goods for Children of the Eurasian Economic Union: New Opportunities and Prospects of Technical Regulation,
- 11th Annual Professional Conference on Modern Parents and Children: Understanding Consumers of the Children Goods Market,
- 13th Session on Licensing and Franchising: Competitive Advantages,
- Day of Internet Advertising: New Technology, the Best Practices and Solutions for Online Business,
- Competitions for the Best Online Store for Customers and the Best Website for Buyers,

- International Competition of Goods for Children and Teenagers.

CJF 2015. Autumn continued its good tradition and arranged the **CJF. Children's Catwalk 2015. Autumn**. It was organized by Expocentre and PROfashion Media Agency.

This season young models demonstrated clothes of Reima, Acoola, Crockid, Taffalar, Lila Style, Junona, Sweet Berry, Arctiline, and Fantazeri.